



**Be recognized as a  
Best Site today**



# Changing How Canada Commutes

Best Workplaces for Commuters (BWC) is an innovative membership program that provides recognition to commercial sites offering outstanding commuter benefits.

Visit [pointa.ca/bwc](http://pointa.ca/bwc) to get started.

## About BWC- Best Site

BWC is a membership program that recognizes organizations that promote sustainable transportation options across North America. Organizations that meet the program's **"Standard of Excellence"** are acknowledged for offering exceptional transportation benefits.

To receive this prestigious designation, sites work with pointA to implement sustainable commuting programs and submit an application demonstrating they meet the BWC National Standard of Excellence.

## How to Get Certified

As the official Canadian partner for the BWC designation, the pointA team is here to guide you every step of the way making the journey smooth, simple, and impactful. Start the easy to follow certification process today.



### Step 1

Review Eligibility Requirements

Determine how many of the BWC requirements your site currently meets.



### Step 2

Get Your Designation

Work with the pointA team to implement commuting programs that meet your site's needs and fulfill the requirements of the designation. Apply for the designation between June and November each year.



### Step 3

Get Recognized

Every January, the list of BWC workplaces, sites and universities is released on the BWC website and your site will be recognized across North America.

# The Road to Becoming a BWC- Best Site

To qualify, identify the transportation benefits that you offer or would like to offer at your site. You must offer **two facilities & improvements**, **two parking management**, and **five promotions, services & policies benefits** to qualify.

This checklist includes only some of the commuter benefits that may be offered. The full list is on the application form at [www.bestworkplaces.org/join](http://www.bestworkplaces.org/join).

	<ul style="list-style-type: none"><li><input type="checkbox"/> Commuter Kiosk or Information Display</li><li><input type="checkbox"/> Bus Stop Improvements</li><li><input type="checkbox"/> On-Site Business Center</li><li><input type="checkbox"/> Secure Bicycle Parking</li><li><input type="checkbox"/> Electric Vehicle Charging Stations</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Shower Facilities and Lockers for Active Commuters</li><li><input type="checkbox"/> Site is Within Walking Distance to Transit Service</li><li><input type="checkbox"/> Onsite Micromobility</li><li><input type="checkbox"/> Enhanced Transit Access</li></ul>
	<ul style="list-style-type: none"><li><input type="checkbox"/> Comprehensive Wayfinding Program (app or signage)</li><li><input type="checkbox"/> Charge Commuters and/or Visitors for Parking</li><li><input type="checkbox"/> Reserved Parking Spaces for Carpool/ Vanpool</li><li><input type="checkbox"/> New Tenants may Opt to Purchase/ Rent Parking Spaces</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Comprehensive Parking Management Plan</li><li><input type="checkbox"/> Shared Parking Arrangements with Neighbouring Businesses</li><li><input type="checkbox"/> Reserved Parking for Electric Vehicles (EV)</li></ul>
	<ul style="list-style-type: none"><li><input type="checkbox"/> Free/ Reduced Price transit passes (\$30+/month per pass)</li><li><input type="checkbox"/> On-Site Purchase of Public Transit Passes</li><li><input type="checkbox"/> Commuter Information on Website or Company Intranet</li><li><input type="checkbox"/> Conduct Travel Behaviour Surveys of Employees at Site</li><li><input type="checkbox"/> Display Real-Time Traveler Information Including Transit</li><li><input type="checkbox"/> Promote Changes in Travel Behavior on Action days, Inclement Weather and Emergencies.</li><li><input type="checkbox"/> Promote Commuter Options through Email or Newsletter</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Offer On-Site Amenities (e.g., concierge, food service, daycare, banking, and dry cleaning)</li><li><input type="checkbox"/> Member of a Transportation Management Association (TMA)</li><li><input type="checkbox"/> Organize Healthy Initiatives for Tenants such as Biking and Walking Programs</li><li><input type="checkbox"/> First Mile/ Last Mile Options from Transit such as Shuttles or Bike Share</li><li><input type="checkbox"/> Education for New Tenants about Commuter Benefits Offered at Site</li><li><input type="checkbox"/> Regular Evaluation of your Commuter Benefits Program</li></ul>

# Membership Benefits

BWC is a natural choice whether you are interested in increasing your tenants' satisfaction, maintaining a positive organizational image, or improving quality of life in your community and the global environment.

BWC Members that meet the **Standard of Excellence**, offering high level commuter benefits, will exclusively:

## Receive North American Recognition



Receive **North American recognition** for being commuter-friendly and socially responsible. Be included on the list of certified BWC locations released each January.

## Access to Tools & Resources



Through the BWC online members portal, access **promotional tools, webinars**, and more. Employees can also access **free and discounted professional development** opportunities.

## Meet With Industry Experts



Take part in **networking opportunities with peers and experts** in the field to exchange ideas and learn new strategies. Join web conferences and training to help you implement commuter benefits.

## Don't just take our word for it!



*"We're honored and excited to receive this recognition. The program has truly been a game-changer for us. It's made a huge difference in helping us share this accomplishment with our team and tenants. We're looking forward to continuing our efforts to offer valuable commuter benefits, and this recognition is a wonderful reminder of the positive impact we've made in encouraging people to co-commute, take transit, bike, and more."*

— Sarah Chuma, 111 Gordon Baker (Stockton & Bush PSI)

## Contact Info

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*pointA manages the BWC program in Canada.*



[pointa.ca/bwc](https://pointa.ca/bwc)